



An Arbor Day Foundation Program

TREE CAMPUS HIGHER EDUCATION TOOLKIT



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“Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree.”

—Brother Rev. Dr. Martin Luther King, Jr.



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WHAT IS TREE CAMPUS *Higher Education?*



Tree Campus Higher Education is national recognition that your college or university can earn by meeting five core standards developed to promote healthy trees and student involvement.

5 CORE STANDARDS

Five Core Standards make up the backbone of the Tree Campus Higher Education program and are requirements that every campus must meet to apply for Tree Campus Higher Education recognition. Through these standards, colleges and universities are challenged to use best practices to plant and care for trees on campus and reach out to the student body to engage them in their efforts to make our communities a greener, and healthier, place to live.

The standards are listed here in an abbreviated version. You can find more information at treecampushighered.org.

1. ESTABLISHMENT OF A CAMPUS TREE ADVISORY COMMITTEE

Each campus must have a dedicated group of individuals who get the Tree Campus Higher Education program established on campus and ensure the university meets the Five Core Standards year after year. This committee must have at least one representative of each from each of the following groups: faculty, facility management, student body, and community.

2. CREATION OF A CAMPUS TREE CARE PLAN

This document describes how the college or university plans to plant and care for their trees on campus. It establishes who the responsible party is of enforcing the Plan, how trees will be planted and protected, which species are preferred and prohibited on campus, and much more.

3. EVIDENCE OF ANNUAL EXPENDITURES

A campus seeking Tree Campus Higher Education recognition must allocate finances for its annual campus tree program. Evidence should be shown that an annual work plan has been established with expenditures dedicated toward the work plan. There is no minimum requirement.

4. ORGANIZATION OF AN ARBOR DAY OBSERVANCE

An Arbor Day Observance provides a platform to educate campus administration and staff, community members, and other student organizations about the importance of trees on campus, in the community, and around the globe. This can be held at any time of the year that is convenient to you and the university. Evidence that the observance involved students and related to trees must be submitted.

5. SERVICE LEARNING PROJECT

The Service Learning Project should be an outreach in the spirit of Tree Campus Higher Education. This may be an event or project organized specifically for students to give them a hands-on opportunity to get involved with the planting and caring of trees. Remember to engage students, ensure the project is related to trees, and document what took place.

WHY SHOULD MY CAMPUS PARTICIPATE?

You know that trees benefit the environment. Trees are a solution to some of the greatest issues we face, including climate change. Around the globe, trees lead to a healthier environment, economy, and society. But your campus can benefit as well:

- A commitment to trees on your campus can, in turn, significantly reduce the amount of energy a campus, and community, needs to generate.
- Planting and maintaining trees on your campus and in the community reduces carbon dioxide in the atmosphere—which is one of the important roles that trees play.
- Green spaces on campus provide critical mental health benefits to students and staff and encourage physical activity.
- Involving students in service learning projects focusing on the planning, planting, and maintenance of trees on campus encourages their commitment to creating a more sustainable future for all.

By meeting the annual standards and being recognized as a Tree Campus Higher Education college, you will create a campus that not only helps to benefit and create a more sustainable environment, but instills pride in the students, faculty, and community.

Tree Campus Higher Education colleges and universities will receive the recognition materials shown at right that can be showcased throughout the campus, as well as press releases to be distributed on campus and in the community. ■



HOW TO EARN TREE CAMPUS HIGHER EDUCATION

Recognition

By this point in the toolkit, you know a little bit more about Tree Campus Higher Education and why trees are such a great resource for our planet. Now it's time for action! Help to transform your campus community into one that has a positive, and sustainable, impact on our community environments. One that provides students opportunities to get involved and learn more about the benefits of trees. And one that encourages its students to be examples and educators for the community and future generations on how everyone can do their part to care for our planet and see the difference it can make.

Get involved and follow these steps. Leave your green legacy on campus.

GET YOUR CAMPUS INTERESTED – FIND ALLIES AND PARTNERS

Call, email, or schedule a time to visit with some of the following individuals to secure their participation in recruiting your campus to participate in the Tree Campus Higher Education program. (Note: Some of the positions listed here may not have the exact same title at your college or university but their description should guide you to the appropriate person on your campus.)

- **Sustainability Officers:** Someone who helps the university to develop, coordinate, administer, and advise on programs that are related to sustainability on campus. Many Sustainability Officers throughout the country, including those involved with the Association for the Advancement of Sustainability in Higher Education (AASHE), have expressed interest in Tree Campus Higher Education due to the way it gets students engaged in sustainability initiatives and helps a campus set up a sustainable plan on how they plant and manage their trees so they are around for years to come.

**This is a fairly new position at universities. Not all universities may have a hired person on staff with this title.*

- **Grounds Manager or Supervisor:** The person charged with caring for the campus grounds and landscaping. The Professional Grounds Management Society (PGMS), a professional society for institutional grounds managers, has encouraged their members working on colleges throughout the country to get involved in Tree Campus Higher Education initiatives. PGMS feels the program highlights the work Grounds Managers are doing on campus and brings recognition to the managers, supervisors, and their staff.

- **Facilities Manager:** The individual who oversees the care of campus buildings and property. Many times the Grounds Manager or Supervisor reports to the Facilities Manager. Throughout the country, many Facilities Managers have expressed their appreciation for the fact that Tree Campus Higher Education brings the work they are doing to the forefront of their institution. It provides much-deserved recognition for the people that work every day to maintain the aesthetic look and feel of the campus environment.
- **Collegiate Professors:** Members of college or university faculty. Some examples of professors who might be interested in Tree Campus Higher Education include, but are not limited to, those who specifically teach horticulture, forestry, landscape design, botany, biology or similar fields. Professors at recognized Tree Campus Higher Education institutions have shared that the program helps them to ensure the best upkeep of current trees and planting of new species so they can continue to use them for educational purposes in their classrooms.
- **President of the Student Environmental Group:** This person is a fellow student who leads the charge of organizing students on campus to promote ways to care for and improve our planet. College students from around the country have shared that they are interested in their schools becoming Tree Campus Higher Education-certified because the recognition illustrates their college's commitment to the environment and providing ways for students to get involved in caring for the planet year after year.



PLAN AND COLLABORATE WITH PARTNERS AND ALLIES TO GET YOUR CAMPUS RECOGNIZED!

Collaborate

Join forces with your allies and partners to create a Campus Tree Advisory Committee, or participate on an existing related committee, dedicated to helping you establish the Tree Campus Higher Education program and ensure the university meets the Five Core Standards.

Plan

Divide out the responsibilities of the Five Core Standards to the different “experts” in your group. Set deadlines for their completion. Coordinate with your university to host an Arbor Day Observance and Service Learning Project helping you fulfill the requirements for Standards 4 and 5.

Invite

Make signs, send out emails, submit your news to the campus newspaper, and leverage social media to inform the community about your school’s efforts to earn Tree Campus Higher Education recognition. Invite

them to attend your special event to celebrate Arbor Day and participate in a service learning project. Take photos and video to share in your Tree Campus Higher Education application.

Celebrate Arbor Day!

Execute your plan and enjoy the day. Invite campus and local media to share your successes with the general public. Congrats—you have just completed Standards 4 and 5!

SUBMIT YOUR APPLICATION

Connect with allies and partners to ensure Standards 1-3 have been met. Once they have been met, you’ve met the 5 standards! Now it’s time to go online to treecampushighered.org to submit your application.

The application deadline is December 31 of the current calendar year. The Arbor Day Foundation will let you know if your application has been approved by March of the following year. ■

Benefits OF TREES

Everyone benefits from the trees on your campus:

- They help to cool your residence halls and classrooms and beautify your campus
- Trees provide food and shelter for the many forms of wildlife you see on campus
- And the oxygen you like to breathe... that comes from trees too.

What else do trees do?

Trees provide a number of benefits to our communities. From the water they filter, to the shade they provide, trees help to improve the environment and improve the quality of our lives every day. Take a look:



ECONOMIC BENEFITS

5-20%

increase in property values of those homes with outdoor landscaping.

Source: International Society of Arboriculture

\$62,000

worth of air pollution control one tree produces in 50 years.

Source: International Society of Arboriculture

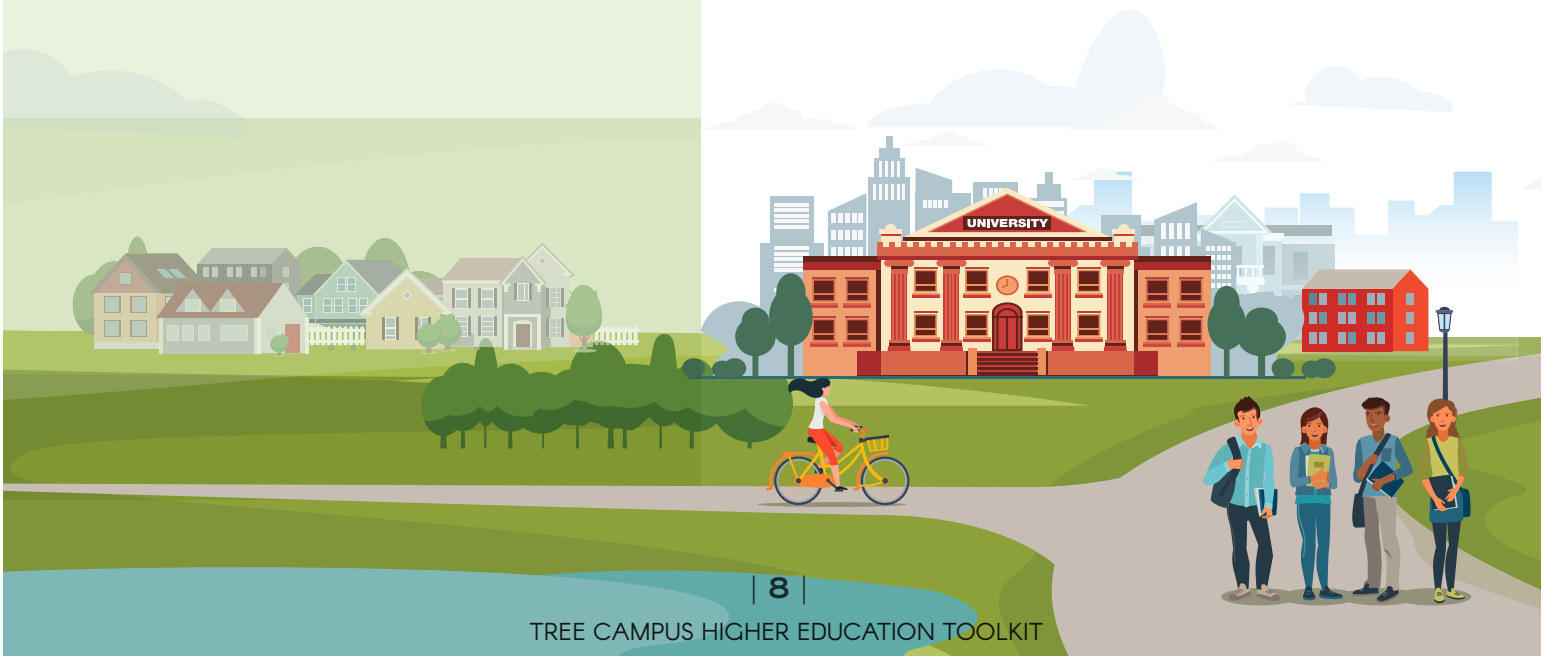
\$100-250

saved annually in energy costs when an average U.S. household properly plants just three trees in strategic locations on their property.

Source: U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy

100 MILLION

available spaces in the U.S. alone for trees to be planted along city streets and around homes.





ENVIRONMENTAL BENEFITS

6%

reduction of smog levels by planting shade trees in urban settings.

Source: University of Washington College of Forest Resources' study on urban trees

273

Approximate number of full-sized trees needed to absorb the carbon dioxide produced by a typical car driven 20,000 miles per year.

Source: University of Washington College of Forest Resources' study on urban trees

\$500

Estimated amount of environmental benefits one tree can provide for a year.

Source: American Forest Organization

4 TONS

of oxygen produced by just one acre of forest—enough to sustain eighteen people for one year.

Source: U.S. Department of Agriculture



SOCIAL BENEFITS

5 MINUTES

to feel significant recovery from stress after being exposed to visual settings with trees.

Source: Study by Dr. Roger S. Ulrich, Texas A&M University

52%

decrease in crime around buildings in areas with high vegetation as compared to those with low vegetation.

Source: Study by Kuo and Sullivan, University of Illinois

40%

decrease in the likeliness to become overweight when a person lives in a vegetative setting as compared to one who does not.

Source: Dr. Kathleen Wolf, <http://www.naturewithin.info/CivicEco/Activity.pdf>





ABOUT THE ARBOR DAY FOUNDATION

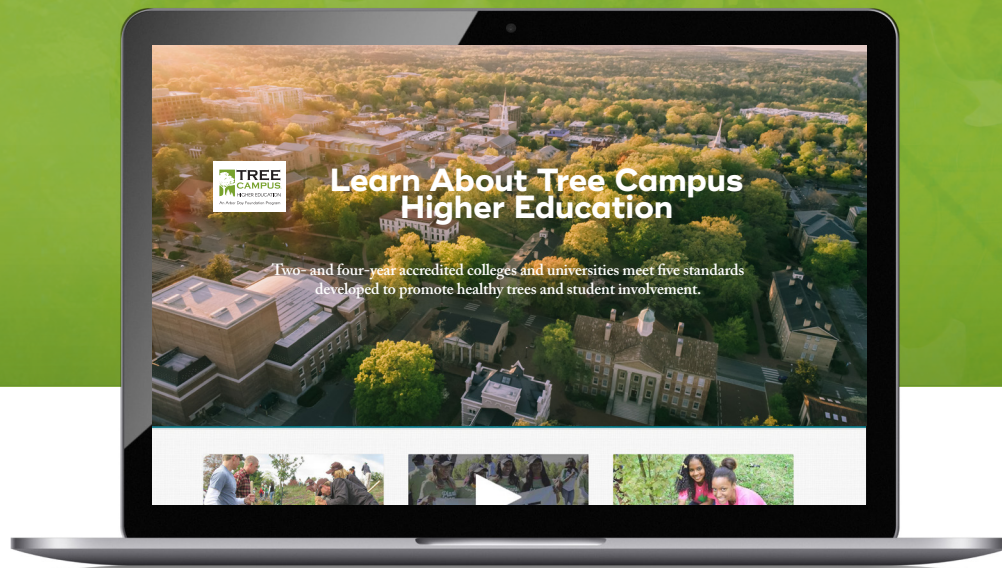
Trees are vital to our communities. They promote physical activity, clean our air and Founded in 1972, the Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than one million members, supporters, and valued partners. During the last 45 years, more than 350 million Arbor Day Foundation trees have been planted in neighborhoods, communities, cities and forests throughout the world. Our vision is to help others understand and use trees as a solution to many of the global issues we face today, including air quality, water quality, climate change, deforestation, poverty and hunger.

As one of the world's largest operating conservation foundations, the Arbor Day Foundation, through its members, partners and programs, educates and engages stakeholders and communities across the globe to involve themselves in its mission of planting, nurturing and celebrating trees. More information is available at arborday.org.

About the Tree Campus family of programs

The Tree Campus family of recognition programs includes Tree Campus Higher Education, Tree Campus Healthcare, and Tree Campus K-12. These programs celebrate the unique role each of these anchor institutions play within their community forest. More information is available at arborday.org/programs.

WHAT'S AVAILABLE *Online*



Additional resources are available at treecampushighered.org, including:

- Frequently Asked Questions
- Downloadable one-page overviews of the program benefits and standards
- Tips for planning your Arbor Day celebration
- A PowerPoint presentation to educate decision-makers on the program

